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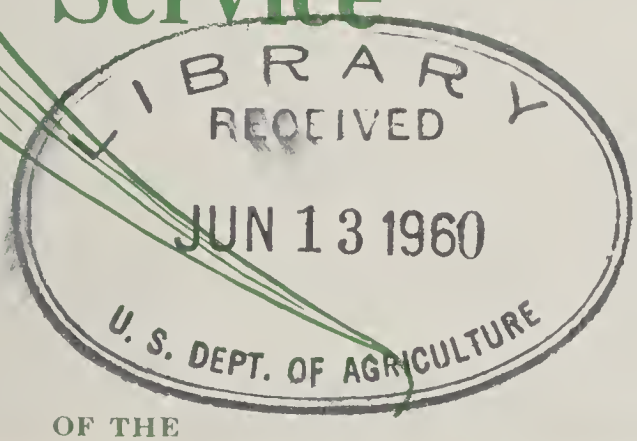
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The

Cooperative Extension Service



OF THE
U.S. DEPARTMENT OF AGRICULTURE
AND THE
STATE LAND-GRANT COLLEGES
AND UNIVERSITIES

U.S. DEPARTMENT OF AGRICULTURE



The goal of extension work is better family living.

The Cooperative Extension Service

of the

U.S. Department of Agriculture

and the

State Land-Grant Colleges and Universities

More than 12½ million families learn better farming and homemaking methods each year without going to school. This "out-of-school" learning is made possible by the Cooperative Extension Service—a unique educational system operating in every State.

The Cooperative Extension Service is an educational agency of State land-grant colleges and the U.S. Department of Agriculture. Its purpose is to provide information on agricultural and home economics subjects and to teach people how to make use of this information.

Although its purpose is education, extension work differs considerably from formal teaching. There are no classrooms. Anyone with an agricultural or home economics problem can be a student. And extension agents serve as teachers. These agents are joint-employees of their State agricultural colleges and the Department of Agriculture.

The Extension Service was established in 1914 by the Federal Smith-Lever Act. For the most part, it is financed cooperatively by the Federal, State, and county governments, thus the name Cooperative Extension Service. Although it varies from State to State, at present the Federal Government pays about 40 percent of the cost of extension work. State governments pay about 35 percent, and the counties about 25 percent.

Three General Work Areas

Most extension work falls into three general areas—agriculture, home economics, and 4–H. *County agricultural agents* generally work with farmers and farm boys; *home demonstration agents* work with farm women and girls; and (in some States) special *4–H Club agents* work with boys and girls who are members of 4–H Clubs. *Urban agents* are located in some cities. *County extension agents* are usually located in the courthouse or Federal building at the county seat town in almost every county.

Who Extension Serves

Extension's "students" have traditionally been the people of rural America—specifically farm people.

However, the Extension Service is being called upon more and more to assist nonfarm families. Many of these families live in small towns or are part-time farmers near cities. Others live in cities and make use of Extension advice on homemaking, consumer buying, gardening, lawns, shade trees, landscaping, and other subjects.

Also Serves Consumers

An example of how Extension changes or adds programs as new needs develop can be seen in its consumer marketing program. Recognizing that consumers need unbiased information on which to base their food purchases, the Extension Service carries on consumer marketing programs in the major cities of the United States and Puerto Rico. Trained personnel gather information from various sources on food supply, price, quality, selection, care, services, processing, and distribution. They interpret this information and pass it on to consumers.

Philosophy of Education

Trademarks of the Cooperative Extension Service have been the ideas, "Everyone can benefit from education," and "Most people will help themselves if they're shown the way."

This educational and "self-help" philosophy has helped Extension become one of the largest "out-of-school" educational organizations in the world.

One of the key principles of extension educational work is teaching by demonstration. Extension workers feel that most people prefer to learn the value of a new way of doing something by actually trying it. Hence, agents rely heavily on demonstrations carried out by farm men and women and boys and girls for teaching new agricultural and home economics techniques to their neighbors. After seeing a demonstration, many people will try out the new idea for themselves.

Likewise, 4–H boys and girls learn new skills by actually enrolling in a project of their choice and doing the things required for completing the project. This may be raising a calf, learning how to repair a tractor, making a dress, decorating a room, or many other things. They, in turn often demonstrate what they have learned to others.

Extension Work

Extension work is determined largely in the counties and States. In fact, local leaders work with the professional extension worker in developing educational programs to meet the needs of their area. However, there is considerable similarity among the county

and State programs, so that in the main, extension work is carried out in nine areas: Agricultural Production, Marketing, Natural Resources, Management, Family, Youth, Leadership, Community, and Public Affairs.

How Extension Is Administered

The Administrator of the Federal Extension Service is in charge of the extension program in the U.S. Department of Agriculture. State Extension directors are in charge of the State programs. The State director is appointed by the State land-grant college or university supervisory board with the approval of the U.S. Secretary of Agriculture. The State director then works out with local officials the employment and supervision of the county extension agents.

Representatives in All Counties

The Cooperative Extension Service has a nationwide professional staff of more than 14,000 workers to carry on its educational work. Approximately 11,000 of these are county agricultural, home demonstration, and 4–H Club agents; 3,300 are specialists and other professional personnel located at State land-grant colleges; and 100 are members of the Federal Extension Service, U.S. Department of Agriculture,

Washington, D.C. Extension workers are located in almost every rural county and in some cities.

Supporting the Agents

State extension staffs support the work of the county agents. State specialists in a great variety of subject matter fields interpret scientific findings that county extension agents pass on to people. Specialists help keep the county staffs informed about national programs and policies. They also keep experiment stations and the Department of Agriculture advised on local needs for new fields of research.

Local Leaders Help Teach Others

Since the Extension program is based on the idea of "helping people to help themselves," volunteer leaders play an important part. Over 1,200,000 leading farmers, farm women, and other citizens serve as unpaid leaders thus helping agents assist more people. These leaders learn skills firsthand from the agents, then demonstrate or teach these skills to others in their community. They hold meetings, serve as leaders of more than the 90,000 4–H Clubs and 65,000 home demonstration clubs, and otherwise take the lead in making needed improvements in their communities under the general guidance of the county extension agents.

TYPES OF ASSISTANCE AVAILABLE

Agriculture

Extension educational programs deal with all aspects of producing, marketing, processing, utilizing, and consuming agricultural products. Agents and specialists have at their fingertips information on general farm subjects such as crops and soils, dairy, poultry and animal husbandry, forestry, farm machinery and buildings, marketing, and soil conservation. They can also provide information on lawns, gardens, flowers, and ornamentals.

Example: A farmer whose alfalfa is turning yellow may think that insects are responsible. He calls the county agricultural agent and asks him to take a look at the field. The county agent believes that the soil, not bugs, is causing the abnormal appearance. He sends a soil sample to the State Soil Testing Laboratory where tests confirm his suspicion. With this knowledge, the farmer is in a position to correct the soil deficiency—not waste his money killing bugs which were not the real problem.

Home Economics

The homemaking phase of extension work brings families the latest research and information to help

them achieve better living. Agents encourage women to use the time, energy, money, and abilities of the family to achieve the goals the family considers important. Extension workers offer advice on how to: Prepare good, nutritious meals at low cost; create a good home environment, select and buy clothes for the family; make the home more convenient, attractive, and comfortable; make housekeeping easier; and the like.

Example: A family buys a home freezer. Wanting to make best possible use of her new appliance, Mrs. Brown calls her home demonstration agent and asks for information on home freezing. The home agent tells her the best ways of preparing food to be frozen and gives her advice on the use of her freezer. For additional information the agent can refer Mrs. Brown to bulletins and pamphlets on home freezing.

4–H Club

The goal of Extension's 4–H program is to develop the country's most priceless resource—youth. Extension helps boys and girls prepare for successful living in a changing world. Club activities stress development of leadership, responsibility, cooperation, self-confidence, and quality workmanship. But, above all, 4–H emphasizes training in citizenship. In addition to projects that teach better ways of homemaking and farming, 4–H now provides young people the

opportunity to explore careers in work closely related to agriculture and home economics. To meet the needs of youth not interested in farming, many new projects have been added or enlarged. These include: Automotive care, operation, and safety; landscaping and horticulture; buymanship and consumer education; and care of light horses and pets, to mention just a few. More than 2¼ million youth are enrolled in 4–H Clubs.

Example: Larry, 14, wanted to go to college but his family could not afford it. Larry discussed his problem with his 4–H agent and asked his advice on how to earn money for college. The agent encouraged him to start a hog project and helped him obtain a bank loan to buy his first sow. The project was so successful that Larry and his father formed a father-son partnership. By the time Larry was 17, the family had a profitable 12-sow herd and Larry's college education was assured.

Summary of Activities

Each year, extension agents make more than 23 million personal contacts with the people they serve. This includes farm and home visits, office calls, and telephone calls with farm people and others interested in agriculture, home economics, and 4–H.

Agents explain and demonstrate better farming and homemaking practices in meetings with a total at-

tendance of over 77 million per year. They help to train and work with over 1,200,000 local leaders. They write more than 780,000 educational news stories, prepare around 290,000 radio and television broadcasts, and distribute around 33 million bulletins. In addition, they conduct other teaching activities in an effort to provide large numbers of people with information.

Additional Information

Should you desire more detailed information about the work of the Cooperative Extension Service, here are sources you can contact:

—County agricultural or home demonstration agent, at your county seat town.

—Director, Extension Service, at your State land-grant college or university.

—Administrator, Federal Extension Service, or Director, Division of Information Programs, Federal Extension Service, U.S. Department of Agriculture, Washington 25, D.C.

The address of the Director of the Agricultural Extension Service in your State is contained in the following list.

Addresses of State Extension Directors

Alabama_____ Auburn University, Auburn.
Alaska_____ Agricultural Experiment Station, Palmer.

Arizona	University of Arizona, Tucson.
Arkansas	University of Arkansas, P.O. Box 391, Little Rock.
California	Extension Service, University of California, 2200 University Avenue, Berkeley 4.
Colorado	Colorado State University, Fort Collins.
Connecticut	University of Connecticut, Storrs.
Delaware	University of Delaware, Newark.
Florida	Horticultural Building, University of Florida, Gainesville.
Georgia	College of Agriculture, University of Georgia, Athens.
Hawaii	University of Hawaii, Honolulu 14.
Idaho	317½ North Eighth Street, Boise.
Illinois	College of Agriculture, University of Illinois, Urbana.
Indiana	Purdue University, Lafayette.
Iowa	Iowa State University, Ames.
Kansas	Kansas State University, Manhattan.
Kentucky	College of Agriculture, University of Kentucky, Lexington 29.
Louisiana	Louisiana State University, University Station, Baton Rouge 3.
Maine	College of Agriculture, University of Maine, Orono.
Maryland	University of Maryland, College Park.
Massachusetts	University of Massachusetts, Amherst.
Michigan	Michigan State University, East Lansing.

Minnesota	Institute of Agriculture, University of Minnesota, St. Paul 1.
Mississippi	Mississippi State University, State College.
Missouri	College of Agriculture, University of Missouri, Columbia.
Montana	Montana State College, Bozeman.
Nebraska	College of Agriculture, University of Nebraska, Lincoln 3.
Nevada	University of Nevada, Reno.
New Hampshire	University of New Hampshire, Durham.
New Jersey	State College of Agriculture, Rutgers University, New Brunswick.
New Mexico	New Mexico State University, University Park.
New York	New York State College of Agriculture, Cornell University, Ithaca.
North Carolina	North Carolina State College, Post Office Box 5157, State College Station, Raleigh.
North Dakota	North Dakota Agricultural College, State College Station, Fargo.
Ohio	College of Agriculture and Home Economics, Ohio State University, Columbus 10.
Oklahoma	Oklahoma State University, Stillwater.
Oregon	Oregon State College, Corvallis.
Pennsylvania	College of Agriculture, The Pennsylvania State University, University Park.

Puerto Rico	University of Puerto Rico, Rio Piedras.
Rhode Island	University of Rhode Island, Kingston.
South Carolina	Clemson Agricultural College, Clemson.
South Dakota	South Dakota State College, College Station, Brookings.
Tennessee	College of Agriculture, University of Tennessee, Box 1071, Knoxville 7.
Texas	Texas A. and M. College System, College Station.
Utah	Utah State University of Agriculture and Applied Science, Logan.
Vermont	College of Agriculture, University of Vermont, Burlington.
Virginia	Virginia Polytechnic Institute, Blacksburg.
Washington	Washington State University, Box 328, College Station, Pullman.
West Virginia	College of Agriculture, West Virginia University, Morgantown.
Wisconsin	College of Agriculture, University of Wisconsin, Madison 6.
Wyoming	College of Agriculture, University of Wyoming, Laramie.

Other publications on extension work and on agricultural and home economics subjects are available from these State extension services.

Cooperative Extension Work: U.S. Department of Agriculture and State Land-Grant Colleges and Universities Cooperating

Issued April 1960

U S. GOVERNMENT PRINTING OFFICE. 1960 O—533539